

ORDER



Orders	Order / Rev:	108195	Primary AE:	Amy McCreary
	Alt Order #:	06867190	Sales Office:	BLPHI
	Product Desc:	NRCC/HECK	Sales Region:	National
	Estimate:	3060		
	Flight Dates:	10/24/12 - 10/30/12		
	Original Date / Rev:	10/23/12 / 10/23/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Placement, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		7669 Stagers Loop	Agency Commission:	15%
		Delaware, OH 43015		
Advertiser	Name:	NRCC/ Heck 4 Congress	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02,PLI2	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$15,725.00	\$13,366.25
10/29/12	10/30/12	8	\$8,000.00	\$6,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$15,725.00	\$13,366.25	0.00
November 2012	8	\$8,000.00	\$6,800.00	0.00
Totals	25	\$23,725.00	\$20,166.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$23,725.00
Market	100%	\$91,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$23,725.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$22,812.50
KTUD	1%	\$912.50
KVVU	17%	\$15,512.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$4,562.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/Wagners	6-7a		MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				

Order / Rev: 108195
 Alt Order #: 06867190
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRCC/ Heck 4 Congress
 Product Desc: NRCC/HECK
 Estimate: 3060

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp w/Wagner	CM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	MTWTF--		5				\$700.00		0.00			
E 3	KSNV	10/24/12	10/30/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	MTWTF--		5				\$1,200.00		0.00			
E 4	KSNV	10/24/12	10/30/12	FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	MTWTF--		5				\$900.00		0.00			
E 5	KSNV	10/24/12	10/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	MTWTF--		5				\$1,200.00		0.00			
E 7	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----SS		2				\$1,100.00		0.00			
E 8	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$150.00		0.00			
E 9	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$625.00		0.00			
E 10	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$750.00		0.00			

Totals

25

\$23,725.00